

Rep Order# 8869747 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37368

Printed: 10/05/2012 9:39 AM
Last Received: 10/05/2012 9:21 AM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DEMO SEN CAMPGN COMM
Product issue
Estimate# 1848
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1848
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$95,950

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	2	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$1,200.00	09/25-10/01	2	1	2	\$2,400.00	
	3	SA	500A-700A	CBS THIS MORNING SATURDAY	:30	\$500.00	09/29-09/29	0	0	0	\$0.00	
	4	SU	630A-80CA	CBS NEWS SUNDAY MORNING	:30	\$2,500.00	09/30-09/30	0	0	0	\$0.00	
	5	M	900A-1000A	LIVE! WITH KELLY	:30	\$950.00	10/01-10/01	1	1	1	\$950.00	
	6	M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	7	TU-F,M	1230P-200P	THE BOLD AND THE BEAUTIFUL/DEAL	:30	\$1,700.00	09/25-10/01	2	1	2	\$3,400.00	
	8	M	200P-300P	THE TALK	:30	\$1,700.00	10/01-10/01	1	1	1	\$1,700.00	
	9	M	300P-400P	ELLEN	:30	\$1,600.00	10/01-10/01	1	1	1	\$1,600.00	
	10	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	09/25-10/01	5	1	5	\$8,000.00	
	11	M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/01-10/01	2	1	2	\$3,400.00	

Rep Order# 8869747 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37368

Printed: 10/05/2012 9:39 AM
Last Received: 10/05/2012 9:21 AM
Showing Buylines: All Lines

2 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DEMO SEN CAMPGN COMM
Product issue
Estimate# 1848
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1848
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	12	SU	500P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$2,500.00	09/30-09/30	0	0	0	\$0.00	
	13	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$2,500.00	09/30-09/30	0	0	0	\$0.00	
	14	TU-F,M	700P-800P	ET/INSIDER	:30	\$3,000.00	09/25-10/01	1	1	1	\$3,000.00	
	15	SA	1000P-1100P	48 HRS	:30	\$15,000.00	09/29-09/29	1	1	1	\$15,000.00	
	16	W	900P-1000P	CRIMINAL MINDS	:30	\$18,000.00	09/26-09/26	1	1	1	\$18,000.00	
	17	F	800P-900P	CSI NY	:30	\$8,500.00	09/28-09/28	1	1	1	\$8,500.00	
	18	TH	1000P-1100P	ELEMENTARY	:30	\$7,500.00	09/27-09/27	1	1	1	\$7,500.00	
	19	TU-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	09/25-10/01	4	1	4	\$10,000.00	
	20	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	09/29-09/30	1	1	1	\$1,100.00	
	21	TU-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	09/25-10/01	3	1	3	\$2,850.00	
	22	SA	900A-1230P	CBS COLLEGE FTBL-EARLY GAME	:30	\$1,000.00	09/29-09/29	0	0	0	\$0.00	
	26	SA	930A-1200P	ACC FOOTBALL	:30	\$2,500.00	09/29-09/29	2	1	2	\$5,000.00	
	27	SA	530P-600P	POLITICS NOW	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	

Rep Order# 8869747 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37368

Printed: 10/05/2012 9:39 AM
Last Received: 10/05/2012 9:21 AM
Showing Buylines: All Lines

3 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DEMO SEN CAMPGN COMM
Product issue
Estimate# 1848
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1848
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	SA	400P-500P	WACKED OUT	:30	\$400.00	09/29-09/29	0	0	0	\$0.00	
				Sales Remark: V5								
				V5 Comment Changed, Spots/week Changed								
	29	TU-F,M	400A-459A	NEWS	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	30	SA	1135P-1235A	PRIVATE PRACTICE	:30	\$250.00	09/29-09/29	1	1	1	\$250.00	
	31	SA	1235A-135A	DAVINCI'S	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
	32	SU	1135P-1235A	GAMETIME WITH UNLV	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 39 / \$95,950.00

---SALES MONTHLY TOTALS---

Sep 12: 29 / \$82,050.00 Oct 12: 10 / \$13,900.00

Sales Totals: 39 / \$95,950.00

Station Totals: 39 / \$95,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$319,833	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+